

TABLE OF CONTENTS

CHAPTER	TITLE	PAGE
	DECLARATION	ii
	DEDICATION	iii
	ABSTRACT	iv
	ABSTRAK	v
	TABLE OF CONTENTS	vi
	LIST OF TABLES	x
	LIST OF FIGURES	xi
	LIST OF ABBREVIATIONS	xiii
	LIST OF APPENDICES	xv
1	PROJECT OVERVIEW	1
	1.1 Introduction	1
	1.2 Problem Background	2
	1.3 Problem Statement	3
	1.4 Project Objective	4
	1.5 Project Scopes	4
	1.6 Project Importance	5
	1.7 Summary	6
2	LITERATURE REVIEW	7
	2.1 Introduction	7

2.2	IP PBX Overview	7
2.3	Driving Forces for Change from PBX to IP PBX	8
2.4	IP PBX Services versus Hosted VoIP Services	9
2.5	IP PBX Architecture	10
2.6	IP PBX Protocols	12
2.7	Current Products' Solutions and Comparisons	13
2.8	IP PBX Open System – The Asterisk	14
2.9	Issues in Current IP PBX Products and Solutions	17
2.10	Market Opportunities	20
2.11	Summary	21
3	METHODOLOGY	22
3.1	Introduction	22
3.2	Project Methodology	22
3.2.1	Requirement And Analysis Phase :	25
3.2.2	Design Phase	26
3.2.3	Implementation	27
3.2.4	Testing	28
3.3	Hardware and Software Specifications	28
3.4	Hardware and Software Specifications for Development	29
3.5	Project Schedule	29
3.6	Summary	29
4	ANALYSIS AND DESIGN	30
4.1	Overview	30
4.2	Component Integration Analysis	30
4.3	Component Integration Design	31
4.4	Architecture and Network Design	32
4.4.1	Client Server Architecture	33
4.4.2	Convergence Server Architecture	35
4.4.3	Hosted Architecture	36

4.5	Software Design	37
4.5.1	Common Weaknesses and Problems of IP PBX Systems	37
4.5.2	Actors Involvement Identification	37
4.5.3	Modules and Functional Identification and Description	38
4.5.4	Database Design	38
4.5.5	Unified Modeling Language	40
4.5.5.1	Use Case Diagram	40
4.5.5.2	Use Case Description	41
4.5.5.3	Sequence Diagram	43
4.5.5.4	Interaction Diagram	44
4.5.5.5	Activity Diagram	45
4.6	Project Implementation and Results	46
4.6.1	Components Design	46
4.6.2	System Architecture	47
4.6.3	System Modules	48
4.6.3.1	Authentication Module	48
4.6.3.2	Administrator Module	49
4.6.3.3	User Module	50
4.6.3.4	Database Module	50
4.7	User Interface Design	50
4.8	Summary	52
5	BUSINESS PLAN	53
5.1	Executive Summary	53
5.2	Management and Organization	54
5.2.1	Background of Entrepreneur	54
5.3	Description of Product	55
5.3.1	Conceptual Design	55
5.3.2	Product Description	56

	5.3.2.1 Client Server Architecture	56
	5.3.2.2 Convergence Server Architecture	57
	5.3.2.3 Hosted Server Architecture	57
5.4	Industry Analysis	57
	5.4.1 The Industry Today	57
	5.4.2 Strategic Opportunities	58
	5.4.3 Industry Forecasts and Trends	59
5.5	The Competition	61
	5.5.1 Analysis of Competitors	61
5.6	Marketing Plan and Sales Strategy	63
	5.6.1 Market Penetration	63
	5.6.2 Target Market Locations and Customers	64
	5.6.3 Marketing Strategy	64
5.7	Long-Term Development and Exit Plan	67
	5.7.1 Strategies	67
	5.7.2 Milestones	67
	5.7.3 Risk Evaluation	68
5.8	Financial Plan	69
6	DISCUSSION AND CONCLUSION	72
	6.1 Overview	72
	6.2 Achievements	72
	6.3 Constraints and Challenges	73
	6.4 Aspirations	74
	6.5 Summary	75
	REFERENCES	76
	Appendices A-B	77 - 83

LIST OF TABLES

TABLE NO.	TITLE	PAGE
2.1	IP PBX Protocols and Description	12
2.2	Comparisons of IP PBX Solutions Providers	13
2.3	APIs Loadable Module System	16
3.1	Hardware and Software Specifications	28
3.2	Hardware and Software Specification for Development Purpose	29
4.1	Authentication Module Table	39
4.2	User Information Table	39
4.3	Account Table	48
5.1	Competitive Analysis	62
5.2	Product Price	65

LIST OF FIGURES

FIGURE NO.	TITLE	PAGE
2.1	IP PBX Architecture	11
2.2	Asterisk Internal Architecture	15
2.3	Managing Ring Group	19
2.4	Managing Queue	19
2.5	Malaysia ICT Infrastructure and Access	21
3.1	Project Methodology: The Spiral Model	23
4.1	PBXoIP Components Design	32
4.2	Client Server Architecture	34
4.3	Converged Server Architecture	35
4.4	Hosted Server Architecture	36
4.5	Use Case for 'Do it yourself moves and changes' PBXoIP System	40
4.6	Sequence diagram for Admin Manage User Scenario	43
4.7	Sequence Diagram for Admin	44
4.8	Collaboration Diagram for Admin	44
4.9	Activity Diagram for Admin	45
4.10	High Level System Architecture for PBXoIP System User	47
4.11	Interface: Login Page	51
4.12	User Interface: Add User Form	51

5.1	The Entrepreneur	54
5.2	Distribution of SMEs in the Services Sector	60
5.3	Profile of SMEs in the Professional Services Sector	61
5.4	Worldwide Enterprise IP Telephony (IP PBX, IP Phone & Hybrid). Market Shares 2004 Q1.	63
5.5	Sales Forecast from Year 1 to Year 5	69
5.6	Net Profit/Loss For Year 1 to Year 5	70
5.7	Break Even Analysis From Year 1 to Year 5	71

LIST OF ABBREVIATIONS

PBX	Private Branch Exchange
VoIP	Voice Over IP
IP PBX	Internet Protocol Private Branch Exchange
SME	Small and Medium Enterprise
IVR	Interactive Voice Response
LAN	Local Area Network
WAN	Wide Area Network
PBXoIP	Private Branch Exchange Over Internet Protocol
IPT	Internet Protocol Telephony
PSTN	Private Switch Telephone Network
CAPEX	Capital Expenditure
SIP	Session Initiation Protocol
QoS	Quality of Service
VPN	Virtual Private Network
CTI	Computer Telephony Integration
MGCP	Media Gateway Control Protocol
IAX2	Inter-Asterisk Exchange2
IETF	Internet Engineering Task Force
TCP	Transmission Control Protocol
UDP	User Datagram Protocol
HTTP	Hypertext Transfer Protocol
API	Application Programming Interface
I/O	Input Output

ICT	Information Communication and Technology
DAGS	Demonstrator Application Grand Scheme
MSC	Multimedia Super Corridor
PERL	Practical Extraction and Report Language
TBD	To be defined
CPU	Central Processor Unit
UML	Unified Modelling Language

LIST OF APPENDICES

APPENDIX	TITLE	PAGE
A1	Gantt Chart for Project 1	78
A2	Gantt Chart for Project 2	79
B	Financial Plan	80